

# FY 2021 BID Wrap Report

City of Fort Lauderdale Beach Improvement District and Visit Lauderdale



# Overview

BID CO-OP FY21

In an exclusive 2021 co-op program The City of Fort Lauderdale Beach Improvement District (BID) partnered with Visit Lauderdale on a portion of their FY21 strategic paid media advertising campaign.

The objective was to reach Fort Lauderdale Beach destination loyalists and potential new visitors, through a highly targeted, heavily video digital program.

Total BID Investment: \$96,800





# BID Co-op media partners

BID CO-OP FY21

- Matador Network is a leading lifestyle and travel-focused brand reaching active and affluent travelers based in large cities, with over 2 Million social media followers.
- AFAR is a highly recognized travel brand with a high-income frequent traveler base, looking to be inspired about travel.
- Conde Nast Traveler is global luxury and lifestyle travel brand has over 11 Million unique digital users and over 16 Million social followers.





# BID Co-op media partners

BID CO-OP FY21

- New York Times and their Great Getaways e-newsletters reach over 145,000 opt-in subscribers of heavy traveler jetsetters and adventurers.
- Audacy (formerly Entercom Media), was the local media source to create “where to stay” and “where to dine” videos about Fort Lauderdale Beach.





# Partnership Details

- During 2021 The City of Fort Lauderdale Beach Improvement District partnered with Visit Lauderdale on a co-op program with these five top travel platforms.
- Through the co-op partnership with Visit Lauderdale, the BIDs marketing dollars were stretched almost three times as far as if they had been purchased directly.
- The results were four newly created content videos plus cut downs, two native content articles, two highly targeted email blasts and a digital display banner program.





# BID Co-op Summary Reporting

Total BID Paid Media Spend: \$ 96,800

Total Impressions Received: 18,400,000

Total CPM: \$5.26

(56% below \$12 Average Digital CPM)

Total Video Package Value: \$282,400

(including article content, emails, social media cut downs and digital display banners)

# BID Video Creative

BID 15s





# BID Video Creative

## Matador 30s







# BID Video Creative

## Conde Nast

Excerpt from 7-minute video







# BID Video Creative

BID :15s

BID :30

Matador 2:00

Matador :30 password: matador

Matador :15 password: matador

Conde Nast Traveler 7:03



# 2021 Key BID Co-op Campaign Takeaways

- Promoting beach destination at greatly reduced costs.
- Creating multiple video assets for future use promoting the brand.
- Strong alignment with premium travel brands— Conde Nast, AFAR, Matador Network, and New York Times.



Thank You  
Questions?